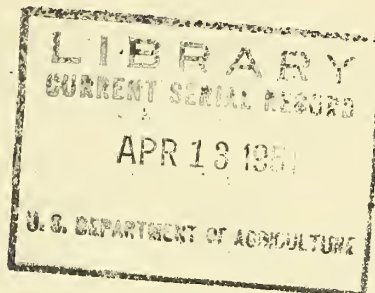


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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
IN
FEBRUARY 1951.



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
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Agriculture--Washington

FOREWORD

This report presents data on consumer purchases during January 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U.S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U.S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
FEBRUARY 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Household consumers, in February 1951, purchased 1,917,000 gallons of frozen concentrated orange juice, a 200,000 gallon increase over January and a new record in volume of purchases for a single month. Consumers paid an average price of 21.5 cents per 6-ounce can, the lowest recorded to date. The increase in the average size of consumer purchases this season is one of the factors influencing the increased quantity purchased.

Frozen concentrated grapefruit juice purchases by householders totaled 83,000 gallons in February 1951, the largest on record. The average price paid by consumers was 13.9 cents per 6-ounce can, continuing the decline from the average of 19.1 cents paid in October 1950.

On the other hand, household purchases of frozen concentrated orange-grapefruit blended juice totaled only 86,000 gallons in February 1951, the lowest volume reported since data became available last October. The average price consumers paid--17.4 cents per 6-ounce can--was the highest yet recorded.

Household consumers bought 1,490,000 cases (equivalent No. 2 cans) of canned single strength orange juice in February 1951, an increase of over 100,000 cases from January. Purchases of canned tomato, pineapple and orange-grapefruit blended juices also increased in February.

For the period October through February of the 1950-51 season household purchases of canned orange juice were 14 percent below the same period of last season, but grapefruit juice purchases were more than 30 percent higher and purchases of orange-grapefruit blend were up 7 percent.

Fresh orange purchases by householders in February 1951 totaled 3,083,000 boxes, a decline of 4 percent from the preceding month, but slightly above a year ago. Purchases of Florida oranges in February 1951 totaled 1,327,000 boxes, practically unchanged from January. California orange purchases of 1,074,000 boxes represented a decline from January but were more than 20 percent above February 1950.

Householders purchased 1,709,000 boxes of fresh grapefruit in February 1951, a 6 percent decline from January purchases. Purchases of Florida grapefruit increased from January to February while purchases of Texas grapefruit and California-Arizona grapefruit declined.

Householders bought 6,318 tons of dried prunes in February 1951, an 18 percent increase over purchases in January and 6 percent above the amount bought in February 1950. The average price paid by consumers was 26.7 cents per pound, almost unchanged from the January average. The percentage of families that bought prunes--16 percent--is the highest since collection of these data began.

In February 1951, consumer purchases of dates declined to 1,675 tons, 9 percent below purchases in January. Of the total purchased, 49 percent were identified as domestic; 32 percent as imported; and 19 percent were not identified as to origin. Average prices paid for domestic dates in February increased slightly to 32.8 cents per pound but the average price paid for imported dates declined 3 cents per pound to 43.6 cents.

FROZEN CONCENTRATED JUICES

In February 1951, householders bought 1,917,000 gallons of frozen concentrated orange juice, an increase of 12 percent over January purchases of 1,716,000 gallons and 76 percent above the amount bought in February 1950. This represents a new record volume of frozen concentrated orange juice purchases by household consumers during a single month (fig. 3).

The average price paid by consumers for frozen concentrated orange juice in February 1951 was the lowest on record, 21.5 cents per 6-ounce can, only slightly below that of the previous month but considerably below the average of 26.4 cents paid in February 1950. A total of 18.1 percent of the families purchased frozen concentrated orange juice during February--the highest recorded for any month except October 1950.

In terms of fresh orange equivalent consumer purchases of frozen concentrated orange juice accounted for 28 percent of the total purchases of oranges and orange products during February 1951, compared with 17 percent in the same month last year (fig. 1). Fresh oranges declined to 53 percent of the total in February 1951 from 57 percent in February 1950. During the same period canned orange juice purchases declined from 26 percent to 19 percent of the total.

Household purchases of frozen concentrated orange juice this season to date (October 1950-February 1951) were 65 percent above those of the corresponding period of 1949-50. During this season the average size of consumer purchases has been considerably larger than in the same months a year ago. The February 1951 average was 14.1 ounces per purchase, compared with 11.4 ounces in February 1950.

Consumer purchases of frozen concentrated orange-grapefruit blended juice totaled 86,000 gallons during February 1951, a 22 percent decline from January. This was the lowest volume of household purchases recorded since data became available in October 1950 (fig. 4). The average price consumers paid increased to 17.4 cents per 6-ounce can in February--the highest average price reported to date for this product.

Frozen concentrated grapefruit juice purchases by consumers totaled 83,000 gallons during February 1951, the largest recorded since information became available last October (fig. 4). The average price paid by consumers was 13.9 cents per 6-ounce can, continuing the decline in average price from the October 1950 level of 19.1 cents. During the same period there has been a marked increase in the average size of consumer purchases, 14.0 ounces in February 1951, compared with 8.7 ounces in October 1950. The proportion of families buying frozen concentrated grapefruit juice has remained about the same during this period.

CANNED JUICES

In February 1951 total household purchases of canned single strength juices were about 4 percent above January levels. Purchases of most canned juices were up, with the largest increase in canned orange juice. Householders paid about the same average prices for each of the canned juices in February as in January.

Householders bought 1,490,000 cases (equivalent No. 2 cans) of canned single strength orange juice in February, 9 percent above January but 13 percent below purchases in February 1950. Purchases of canned grapefruit juice in February totaled 1,135,000 cases, approximately equal to the previous month but almost 50 percent above a year ago. February 1951 purchases of canned orange-grapefruit blended juice reached 536,000 cases, compared with 499,000 cases in January and 476,000 cases in February 1950.

Household purchases of canned citrus juices during the first 5 months of the 1950-51 season (October-February) were slightly higher than during the corresponding period of the 1949-50 season. Grapefruit juice purchases were more than 30 percent higher than in the same period last season and orange-grapefruit blended juice was up 7 percent, but purchases of canned orange juice were 14 percent below last season (fig. 5).

Average prices paid for canned single strength citrus juices in February were almost unchanged from January, but well below February 1950 levels (fig. 5). In February 1951 householders paid an average of 27.0 cents per 46-ounce can for canned grapefruit juice, 9 cents below a year ago. The average price paid for canned orange juice--32.0 cents per 46-ounce can--was 4 cents below February 1950, and the average price paid for blended juice--30.7 cents--was 7 cents below a year ago.

In February 1951 householders bought 1,641,000 cases (equivalent No. 2 cans) of canned tomato juice, about 4 percent above the January level. February purchases were 225,000 cases above those in December 1950 but slightly below February a year ago (fig. 6). Prices paid for canned tomato juice averaged 27.9 cents per 46-ounce can, compared with 25.6 cents in February a year ago.

Householders bought 925,000 cases (equivalent No. 2 cans) of pineapple juice in February, a slight increase over January (fig. 6). The average price paid was almost unchanged at 37.4 cents per 46-ounce can. (For data on prune juice, see DRIED FRUIT section.)

FRESH CITRUS FRUIT

Household purchases of fresh oranges totaled 3,083,000 boxes in February 1951, a decline of 4 percent from the preceding month but slightly above February a year ago. The proportion of all families buying fresh oranges in February was 50 percent--practically unchanged from the preceding month and February 1950. Householders paid an average of 43.3 cents per dozen, about 4 cents above the January level.

Prices paid by householders for Florida oranges in February 1951 averaged 39.4 cents per dozen, compared with 36.8 cents in January and 41.1 cents in February 1950. Purchases of Florida oranges in February 1951 totaled 1,327,000 boxes, with about 22 percent of all families buying. Purchases and proportion of families buying were practically unchanged from the preceding month and the same month in 1950. During the 5 months of this season (October 1950-February 1951), household consumers bought approximately the same volume of Florida oranges as in the corresponding period last season (fig. 7).

In February 1951 householders bought 1,074,000 boxes of California oranges, a 7 percent decline from the January level. Average prices paid by householders increased from 45.9 cents per dozen in January to 50.7 cents in February. For the first 4 months of the 1950-51 season (November-February) purchases were about 4 percent below the same period of the 1949-50 season. During January and February, however, purchases of California oranges have been well above the same months last season (fig. 7). February 1951 purchases were more than 20 percent above a year ago. Despite substantially higher purchases in February of this season, the proportion of families buying California oranges--22 percent--was only slightly above a year ago.

Household purchases of Texas oranges continued to decline in February totaling 170,000 boxes, compared with 218,000 boxes in January. Prices paid by householders in February 1951 averaged 34.4 cents per dozen, about 5 cents higher than in January.

Household purchases of all fresh grapefruit declined about 6 percent in February to 1,709,000 boxes, representing the first monthly decline in purchases during the current marketing season. During the 1949-50 season, grapefruit purchases continued to increase through the month of February (fig. 8). Household purchases during the period September 1950 through February 1951 were about 25 percent higher than during the same months of the 1949-50 season. The average price paid for grapefruit increased from 81 cents per dozen in January to 87 cents in February but was still about 9 cents below the February 1950 average.

Florida grapefruit purchases by householders continued to increase and reached 737,000 boxes in February 1951, compared with 663,000 boxes in January. Prices paid averaged 94 cents per dozen, slightly above the January level. Purchases of Texas grapefruit declined 22 percent from January to 424,000 boxes in February, while the average price paid by householders increased about 11 percent to 81 cents per dozen. Householders bought 192,000 boxes of California-Arizona grapefruit in February, slightly less than in January and paid an average of 73 cents per dozen.

Householders bought about 200,000 boxes of lemons in February 1951, slightly higher than in January and approximately the same as in February a year ago. However, the 22 percent of all families buying lemons was below the 24 percent purchasing in February 1950. Prices paid for lemons in February 1951 averaged 48 cents per dozen, compared with 45 cents in January. During the same months of last season, the average price dropped sharply from a high of 61 cents per dozen in January to 48 cents in February (fig. 8).

DRIED FRUIT

Consumers purchased substantially more dried prunes, dried apples, and dried peaches in February 1951 than they reported buying in the preceding month. At the same time, household purchases of dried apricots, dates, dried figs, and mixed dried fruit declined. Nevertheless, the combined purchases of the above dried fruits during February exceeded those of the previous month by 9 percent. Compared with the same month a year ago, the combined purchases of these dried fruits in February were almost unchanged although those of dried apples, dates, and dried prunes were larger.

Since October 1950 the percentage of families making purchases of dried prunes and dates each month has exceeded that reported for the same months of last season. The average prices consumers paid for dried fruits in February 1951 exceeded the average paid during the same month of last year and, with the exception of dried peaches, all prices were slightly higher than in January.

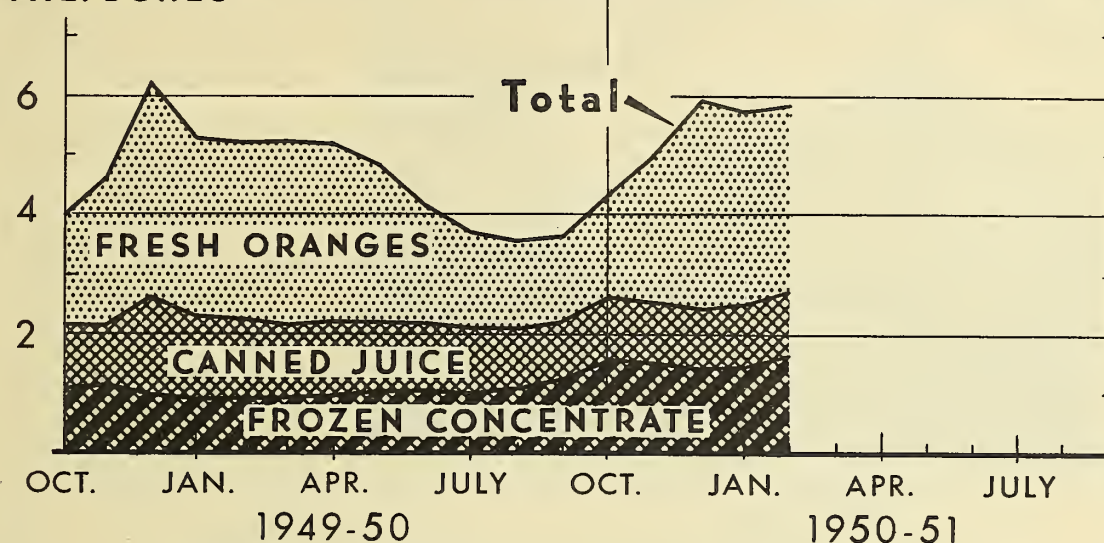
Purchases of dried prunes by householders in February 1951 totaled 6,318 tons, 18 percent above purchases in the previous month and 6 percent above purchases in the same month a year ago. For the season to date (October 1950-February 1951), consumer purchases of dried prunes have been about 14 percent above the amount bought during the same period of the 1949-50 season (fig. 9). Householders paid an average of 26.7 cents per pound for dried prunes in February 1951, almost unchanged from the average price reported in January but considerably above the 22.6 cents paid in February 1950. The average size of consumer purchases in February was almost unchanged from the preceding month and the same month a year ago, but the percentage of families buying--16 percent--was the highest during the period for which these data are available.

Householders bought 387,000 cases (equivalent No. 2 cans) of prune juice in February 1951 at an average price of 32.3 cents per 32-ounce bottle. Purchases were about equal to the February 1950 level, but the average price paid was about 14 percent higher (fig. 9).

Consumer purchases of dates during February 1951 totaled 1,675 tons, 9 percent below purchases of 1,831 tons in January. Of the total dates purchased, 49 percent were identified as domestic; 32 percent as imported; while 19 percent were not identified as to origin. The average price paid by consumers for all dates during February 1951 was 35.3 cents per pound, only slightly above the average of 34.3 cents paid in January and the 33.5 cents in February a year ago. Domestic dates were purchased at an average price of 32.8 cents per pound during the month, only slightly above the average of 31.7 cents paid in January (fig. 10). The average price paid for imported dates in February 1951 was 43.6 cents, compared with 46.6 cents paid in January. The average size of consumer purchases of domestic dates--20.2 ounces per purchase--was somewhat higher in February than in January, while the average size of consumer purchases of imported dates--10.7 ounces--remained practically unchanged. For each of the classes of dates, the percentage of families making purchases in February was somewhat below that in January.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES*



*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48019-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1949 to date

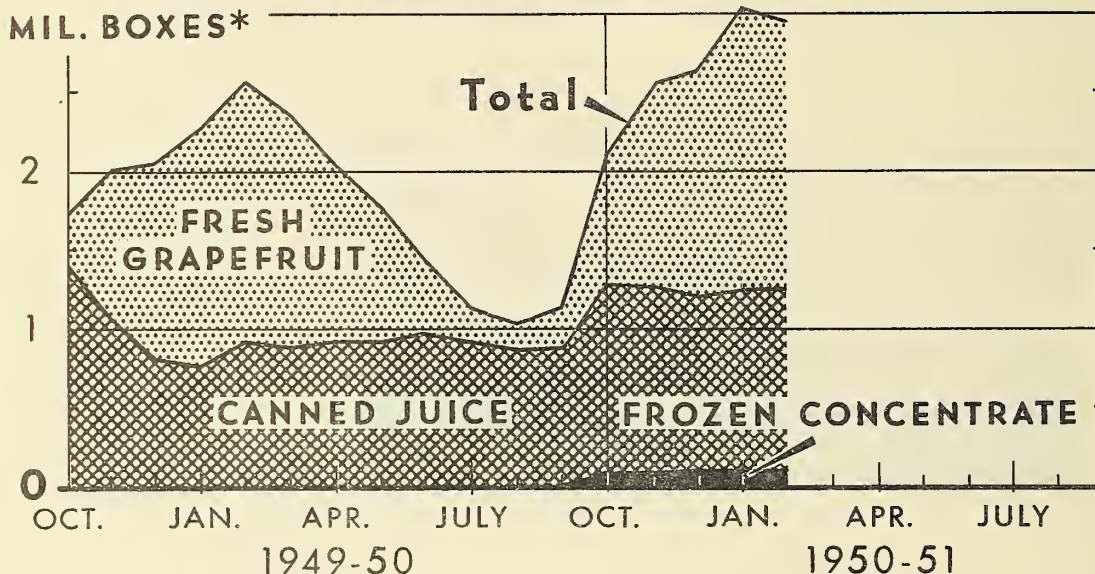
Period	Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Fresh oranges		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,605	1,035	1,069	1,097	1,686	1,868	4,360	4,000
November	1,508	1,088	1,062	1,013	2,266	2,556	4,836	4,657
December	1,412	985	1,058	1,618	3,415	3,633	5,885	6,236
October-December 3/	4,938	3,405	3,464	4,047	7,985	8,808	16,387	16,260
January	1,463	873	1,050	1,399	3,216	3,032	5,729	5,304
February	1,619	900	1,141	1,362	3,083	2,964	5,843	5,226
March		907		1,261		3,106		5,274
October-March 3/		6,315		8,414		18,678		33,407
April		937		1,261		3,002		5,200
May		1,027		1,188		2,620		4,835
June		1,039		1,153		1,965		4,157
October-June 3/		9,561		12,335		26,860		48,756
July		1,006		1,098		1,622		3,726
August		1,080		1,002		1,499		3,581
September		1,214		988		1,437		3,639
Season 3/		13,133		15,677		31,797		60,607

1/ Beginning with October 1950, these figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48013-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1949 to date

Period	Frozen concentrated grapefruit juice <u>1/</u>		Canned single- strength grapefruit juice <u>2/</u>		Fresh grapefruit		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	105		1,180	1,391	830	334	2,115	1,725
November	98		1,152	1,064	1,319	953	2,569	2,017
December	102		1,096	803	1,425	1,255	2,623	2,058
October-December <u>3/</u>	336		3,756	3,389	3,925	2,851	8,017	6,240
January	100		1,139	745	1,810	1,533	3,049	2,278
February	107		1,152	911	1,709	1,670	2,968	2,581
March				880		1,477		2,357
October-March <u>3/</u>				6,148		7,929		14,077
April				924		1,123		2,047
May				922		861		1,783
June				992		422		1,414
October-June <u>3/</u>				9,220		10,532		19,752
July				929		214		1,143
August				863		172		1,035
September				874		262		1,136
Season <u>3/</u>				12,100		11,212		23,312

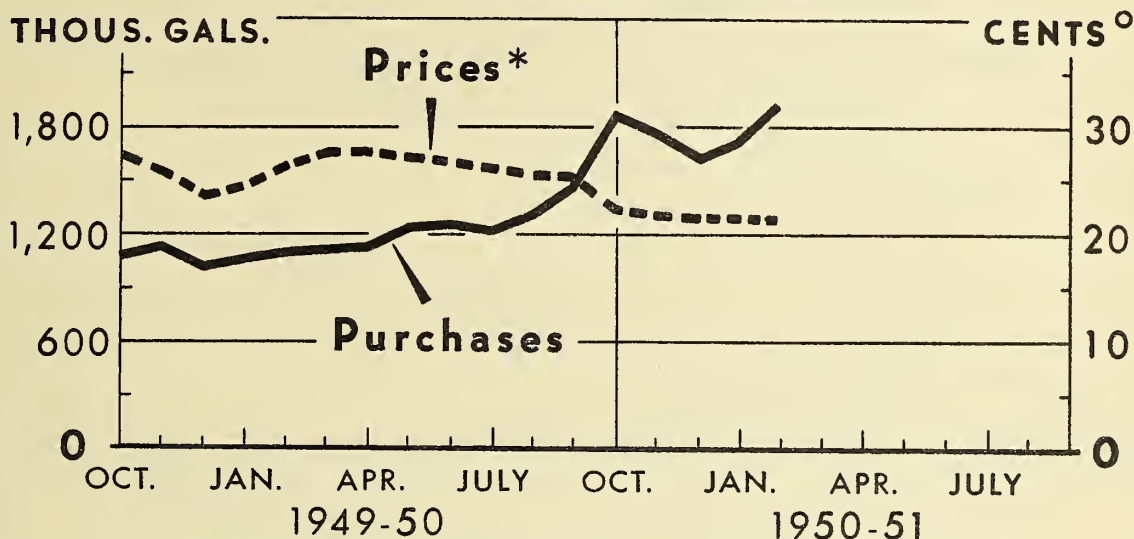
1/ Data on consumer purchases not available prior to October 1950. The 1950-51 figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

° PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48004-XX BUREAU OF AGRICULTURAL ECONOMICS

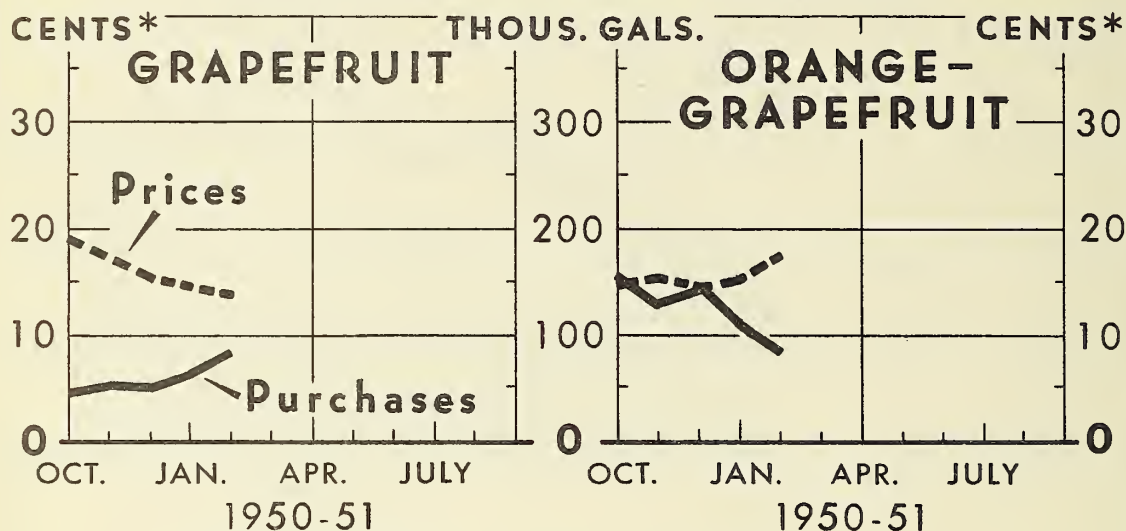
Fig.3.--Frozen concentrated orange juice: Consumer purchases and prices paid, October 1949 to date

Period	Purchases		Average prices per 6 oz. can	
	1950-51	1949-50	1950-51	1949-50
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	1,856	1,076	22.1	27.3
November	1,762	1,131	21.7	25.9
December	1,638	1,024	21.6	23.7
October-December 1/	5,756	3,540		
January	1,716	1,057	21.6	24.4
February	1,917	1,089	21.5	26.4
March		1,098		27.7
October-March 1/		7,063		
April		1,134		27.8
May		1,243		27.2
June		1,258		26.8
October-June 1/		10,993		
July		1,218		26.1
August		1,308		25.7
September		1,470		25.5
Season 1/		15,318		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED CITRUS JUICES

Consumer Purchases and Prices Paid



* PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48005-XX BUREAU OF AGRICULTURAL ECONOMICS

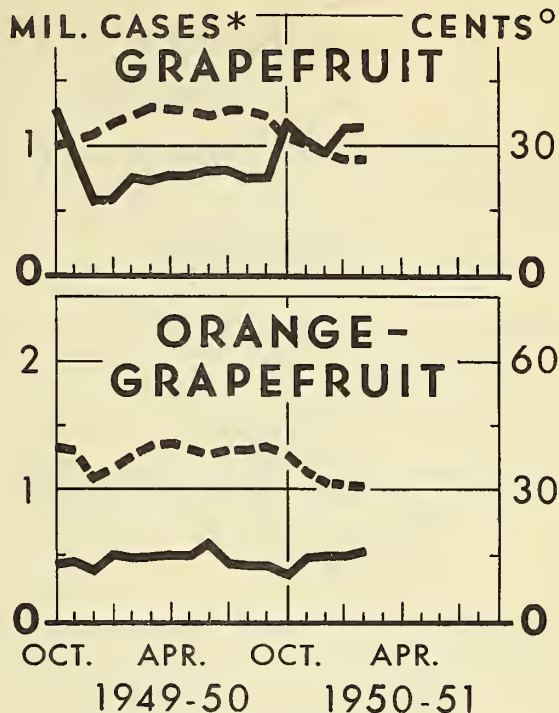
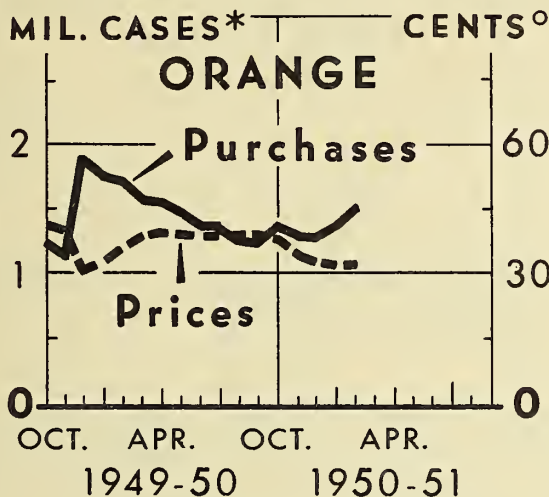
Fig.4.--Frozen concentrated citrus juices: Consumer purchases and prices paid, October 1950 to date

Period	Grapefruit		Orange-grapefruit blend	
	Purchases	Average prices per 6 oz. can	Purchases	Average prices per 6 oz. can
	<u>1,000 gallons</u>	<u>Cents</u>	<u>1,000 gallons</u>	<u>Cents</u>
1950-51				
October	45	19.1	157	14.8
November	51	17.4	129	15.4
December	50	15.6	142	14.5
October-December 1/	165		462	
January	63	14.8	111	15.1
February	83	13.9	86	17.4
March				
October-March 1/				
April				
May				
June				
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48006-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and prices paid,
October 1949 to date

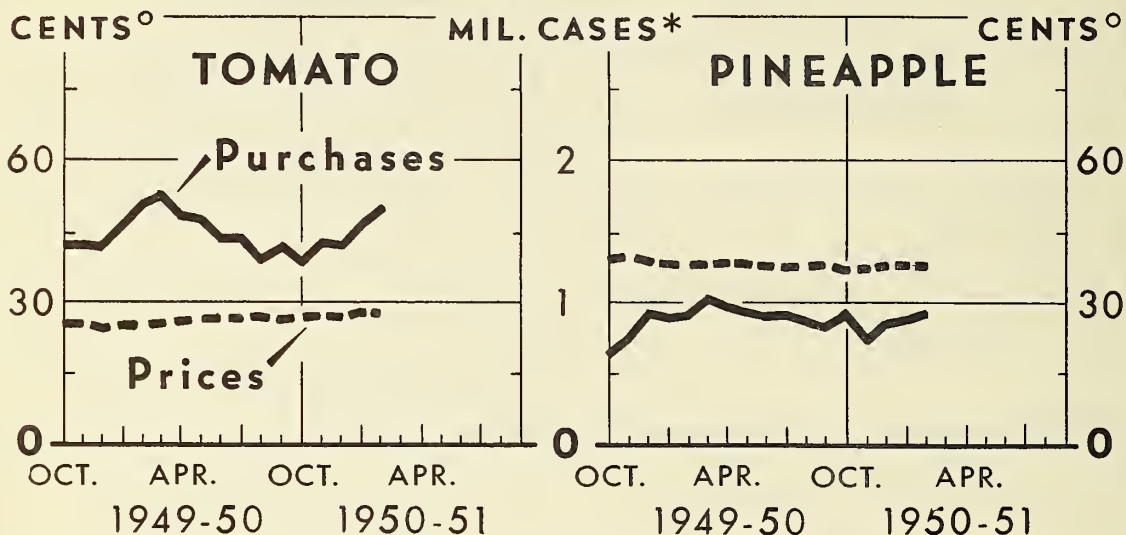
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can	
	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹
	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents
Oct.	1,357	1,260	37.3	41.1	1,117	1,282	31.6	30.0	364	439	38.0	40.4
Nov.	1,284	1,137	33.7	39.6	1,022	919	30.3	30.8	489	461	33.7	39.3
Dec.	1,272	1,690	32.1	30.4	956	573	28.5	32.2	499	388	31.6	33.0
Oct.-Dec. 2/	4,248	4,770			3,390	2,967			1,485	1,385		
Jan.	1,368	1,763	31.5	32.3	1,138	570	27.3	35.2	499	500	31.1	34.8
Feb.	1,490	1,722	32.0	36.3	1,135	765	27.0	36.4	536	476	30.7	37.9
March		1,570		38.4		723		38.5		490		39.9
Oct.-March 2/		10,275				5,214				2,961		
April		1,565		39.1		768		38.0		498		40.5
May		1,462		38.4		767		37.8		494		39.2
June		1,365		37.8		798		36.6		588		38.0
Oct.-June 2/		15,068				7,737				4,674		
July		1,366		37.9		808		37.6		428		38.8
Aug.		1,236		38.4		744		37.7		411		39.3
Sept.		1,215		38.4		755		36.0		414		39.8
Season 2/		19,200				10,222				6,041		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED TOMATO AND PINEAPPLE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24#2's

○ PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48007-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.6.--Canned tomato and pineapple juice: Consumer purchases and prices paid, October 1949 to date

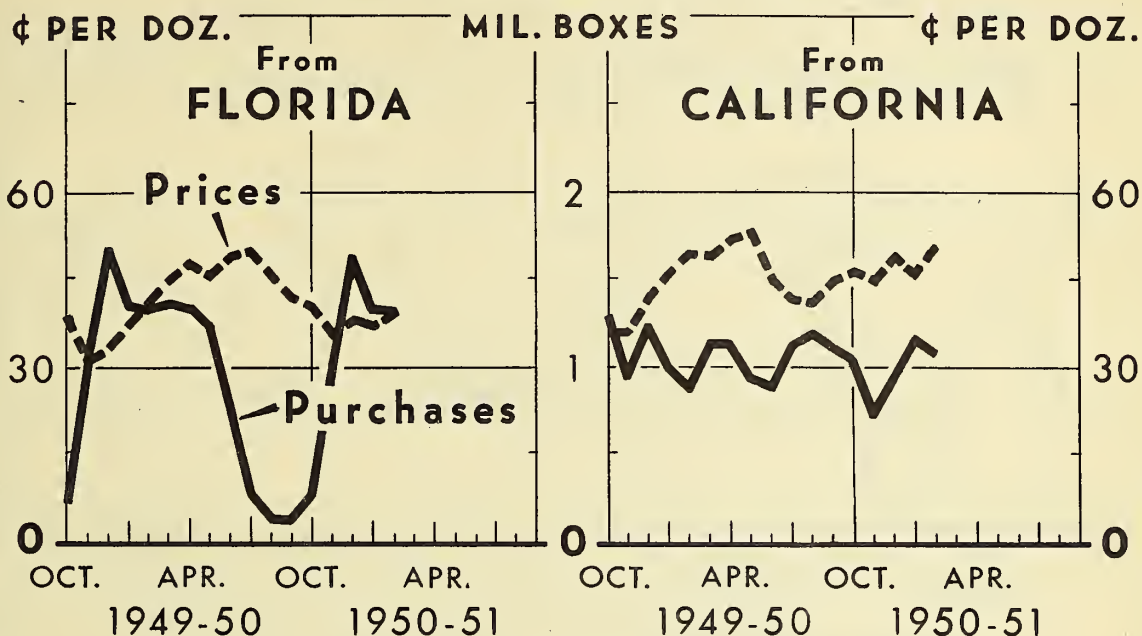
Period	Tomato				Pineapple			
	Purchases		Average prices per 46 oz. can		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,293	1,396	27.1	24.8	915	656	37.2	39.1
November	1,426	1,413	27.4	24.8	757	762	37.4	39.7
December	1,416	1,393	27.5	24.6	857	924	37.7	38.9
October-December 2/	4,499	4,562			2,750	2,559		
January	1,580	1,545	28.0	25.6	892	901	37.7	38.4
February	1,641	1,692	27.9	25.6	925	919	37.4	38.2
March		1,754		26.1		1,027		37.9
October-March 2/		9,993				5,685		
April		1,610		26.5		990		38.3
May		1,578		26.9		938		38.4
June		1,452		26.9		920		38.0
October-June 2/		15,015				8,772		
July		1,452		26.9		927		37.8
August		1,293		27.4		871		37.9
September		1,394		26.9		838		38.0
Season 2/		19,480				11,626		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48020-XX BUREAU OF AGRICULTURAL ECONOMICS

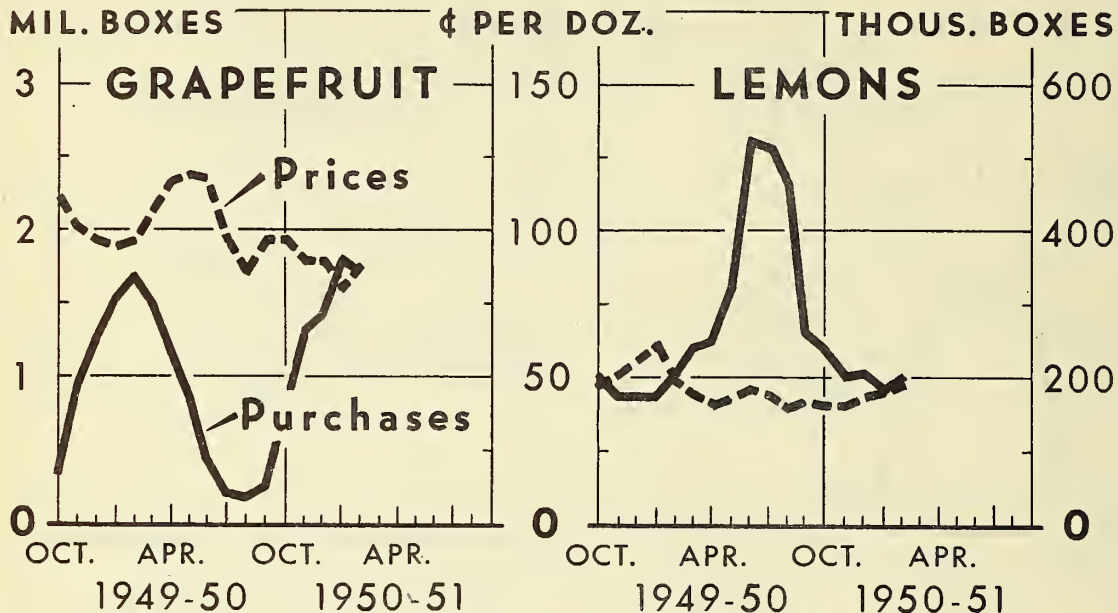
Fig.7.—Florida and California-Arizona oranges: Consumer purchases and prices paid, October 1949 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	278	218	40.5	38.6	1,045	1,293	46.5	36.0
November	999	1,029	35.6	31.2	738	945	45.4	36.1
December	1,640	1,664	38.3	32.9	938	1,231	49.4	42.1
October-December 1/	3,247	3,288			2,865	3,698		
January	1,333	1,346	36.8	37.0	1,152	1,003	45.9	46.0
February	1,327	1,331	39.4	41.1	1,074	887	50.7	49.4
March		1,365		44.5		1,123		49.0
October-March 1/		7,697				6,947		
April		1,340		48.0		1,121		52.3
May		1,229		46.3		934		53.2
June		778		48.8		902		44.6
October-June 1/		11,338				10,092		
July		258		50.2		1,135		41.5
August		122		46.2		1,183		40.9
September		120		42.1		1,107		44.9
Season 1/		11,863				13,807		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

GRAPEFRUIT AND LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48018-XX BUREAU OF AGRICULTURAL ECONOMICS

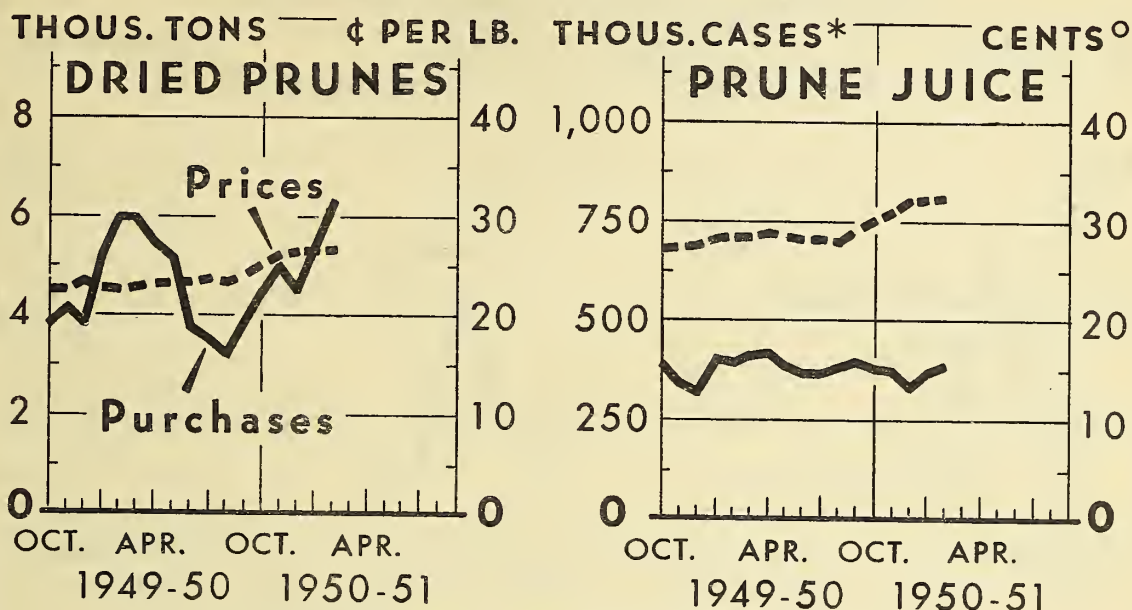
Fig. 8.--Grapefruit and lemons: Consumer purchases and prices paid, October 1949 to date

Period	Grapefruit				Lemons			
	Purchases		Average prices		Purchases		Average prices	
			per dozen				per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	830	334	96.9	110.5	236	199	40.5	46.8
November	1,319	953	88.5	100.7	201	174	40.8	51.0
December	1,425	1,255	88.5	96.2	204	172	42.8	55.9
October-December 1/	3,925	2,851			691	588		
January	1,810	1,533	80.6	93.8	193	172	44.8	61.3
February	1,709	1,670	87.3	96.3	200	204	48.1	48.1
March		1,477		106.4		242		44.4
October-March 1/		7,929				1,256		
April		1,123		117.4		249		40.8
May		861		118.9		320		42.4
June		422		116.5		519		45.5
October-June 1/		10,532				2,432		
July		214		97.4		512		44.4
August		172		85.5		464		40.3
September		262		96.6		257		41.8
Season 1/		11,212				3,172		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchases totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's ° CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48008-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.9.--Dried prunes and prune juice: Consumer purchases and prices paid, October 1949 to date

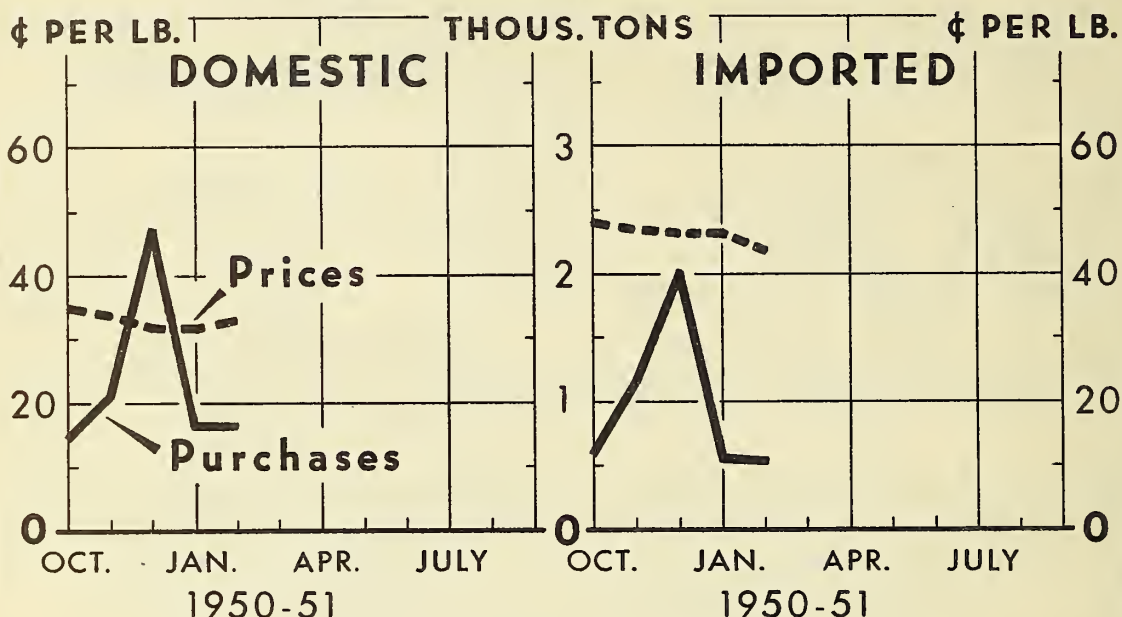
Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,485	3,804	25.0	22.6	381	383	30.1	27.1
November	4,996	4,120	26.0	22.6	373	337	30.9	27.3
December	4,541	3,840	26.4	23.6	328	317	32.0	27.5
October-December 2/	15,625	12,846			1,189	1,137		
January	5,364	5,222	26.6	22.7	368	402	32.2	28.1
February	5,318	5,980	26.7	22.6	387	393	32.3	28.4
March		5,952		22.8		408		28.5
October-March 2/		31,512				2,459		
April		5,528		23.0		417		28.7
May		5,174		23.1		386		28.5
June		3,756		23.2		369		28.4
October-June 2/		46,963				3,736		
July		3,507		23.7		368		28.4
August		3,193		23.3		379		28.0
September		3,873		23.9		395		29.3
Season 2/		58,254				4,978		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48009-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.10.--Dates: Consumer purchases and prices paid, October 1950 to date

Period	Domestic		Imported	
	Purchases	Average price per pound	Purchases	Average price per pound
	<u>Tons</u>	<u>Cents</u>	<u>Tons</u>	<u>Cents</u>
1950-51				
October	729	35.0	596	48.2
November	1,073	34.0	1,178	47.0
December	2,371	32.0	2,029	46.6
October-December 1/	4,644		4,153	
January	815	31.7	562	46.6
February	824	32.8	537	43.6
March				
October-March 1/				
April				
May				
June				
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices: U.S. total consumer purchases, percentage of families buying, and average prices, February 1951 and comparative months 1/

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
Orange juice			
February 1951	1,917	18.1	21.5
January 1951	1,716	16.7	21.6
February 1950	1,089	13.4	26.4
Grape juice			
February 1951	84	2.2	25.4
January 1951	80	1.9	25.7
February 1950	65	1.8	24.6
Grapefruit juice			
February 1951	83	1.4	13.9
January 1951	63	1.2	14.8
December 1950	50	1.1	15.6
Orange-grapefruit blend			
February 1951	86	1.3	17.4
January 1951	111	1.6	15.1
December 1950	142	1.7	14.5
Other concentrates			
February 1951	30	<u>2/</u>	19.5
January 1951	39	<u>2/</u>	18.2
December 1950	37	<u>2/</u>	16.6
Total			
February 1951	2,200	19.4	<u>2/</u>
January 1951	2,009	18.5	<u>2/</u>
February 1950	1,199	14.0	<u>2/</u>

1/ Each month represents a 4-week period.

2/ Information not available.

National Consumer Panel of Industrial Surveys.

Table 2.--Canned juices: U.S. total consumer purchases, percentage of families buying, and average prices, February 1951, January 1951, and February 1950 ^{1/}

Commodity	Consumer purchases	Percentage of	Average
	cases of 24 No. 2's	families buying	price per
	<u>1,000 cases</u>	<u>Percent</u>	<u>46-oz. can ^{2/}</u>
			<u>Cents</u>
Orange			
February 1951	1,490	15.3	32.0
January 1951	1,368	13.4	31.5
February 1950	1,722	17.2	36.2
Grapefruit			
February 1951	1,135	12.1	27.0
January 1951	1,138	11.8	27.3
February 1950	765	9.8	36.4
Orange-grapefruit blend			
February 1951	536	6.4	30.7
January 1951	499	6.0	31.1
February 1950	476	4.5	37.9
Lemon			
February 1951	45	2.6	12.9
January 1951	41	2.2	11.8
February 1950	40	2.4	13.2
Tomato			
February 1951	1,641	18.5	27.9
January 1951	1,580	19.5	28.0
February 1950	1,692	21.3	25.6
Pineapple			
February 1951	925	13.9	37.4
January 1951	892	13.3	37.7
February 1950	919	14.5	38.2
Prune			
February 1951	387	6.4	32.3
January 1951	368	5.6	32.2
February 1950	393	7.1	28.4
Total ^{3/}			
February 1951	7,129	50.5	
January 1951	6,849	49.4	
February 1950	7,106	53.6	

^{1/} Each month represents a 4-week period.

^{2/} Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

^{3/} Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

National Consumer Panel of Industrial Surveys Company.

Table 3.--Fresh citrus fruits: U.S. total consumer purchases, percentage of families buying, and average prices, February 1951 and comparative months 1/

Commodity	Consumer purchases <u>1,000 boxes</u>	Percentage of families buying <u>Percent</u>	Average price per dozen <u>Cents</u>
Oranges			
California-Arizona			
February 1951	1,074	22.2	50.7
January 1951	1,152	22.7	45.9
February 1950	887	21.1	49.4
Florida			
February 1951	1,327	22.0	39.4
January 1951	1,333	21.7	36.8
February 1950	1,331	22.0	41.1
Texas			
February 1951	170	3.3	34.4
January 1951	218	4.1	29.3
December 1950	301	5.4	37.6
Total <u>2/</u>			
February 1951	3,083	49.7	43.3
January 1951	3,216	50.4	39.7
February 1950	2,964	49.3	43.3
Grapefruit			
Florida			
February 1951	737	14.7	93.8
January 1951	663	13.2	91.5
December 1950	630	13.4	93.3
Texas			
February 1951	424	10.1	81.1
January 1951	543	11.4	72.9
December 1950	352	8.7	86.2
California-Arizona			
February 1951	192	3.6	72.6
January 1951	201	3.7	67.5
December 1950	148	3.4	76.0
Total <u>3/</u>			
February 1951	1,709	34.0	87.3
January 1951	1,810	33.9	80.6
December 1950	1,425	30.5	88.5
February 1950	1,670	32.2	96.3
Lemons			
February 1951	200	21.6	48.1
January 1951	193	20.6	44.8
February 1950	204	23.7	48.1

1/ Each month represents a 4-week period.

2/ Includes purchases of oranges which were not identified as to origin.

3/ Includes purchases of grapefruit which were not identified as to origin.

National consumer Panel of Industrial Surveys Company.

Table 4.--Dried fruit: U.S. total consumer purchases, percentage of families buying, and average prices, February 1951, January 1951, and February 1950 ^{1/}

Commodity	Consumer purchases Tons	Percentage of families buying Percent	Average price per pound Cents
Apples			
February 1951	296	1.2	43.4
January 1951	169	1.0	43.1
February 1950	202	1.2	37.5
Apricots			
February 1951	679	3.1	57.6
January 1951	760	3.2	56.0
February 1950	910	4.3	48.3
Dates			
February 1951	1,675	6.6	35.3
January 1951	1,831	7.4	34.3
February 1950	1,175	5.1	33.5
Figs			
February 1951	214	1.1	43.8
January 1951	384	1.8	43.0
February 1950	492	1.7	33.9
Mixed fruit			
February 1951	191	.9	43.4
January 1951	204	.9	39.0
February 1950	414	1.5	31.4
Peaches			
February 1951	506	2.0	39.2
January 1951	326	1.5	42.7
February 1950	617	2.4	33.4
Prunes			
February 1951	6,318	16.1	26.7
January 1951	5,364	14.4	26.6
February 1950	5,980	15.6	22.6

^{1/} Each month represents a 4-week period.

National Consumer Panel of Industrial Surveys Company.

Table 5.--Canned juices and frozen concentrated juices: U.S. total consumer purchases and average prices, February 1951 (4-week period)

Commodity	Purchases			Average prices		
	:Percentage of all: : families buying: Percent	Total all : families : 1,000 cases 1/	Per 1,000 : capita : Cases 1/	:Size of aver-: :age purchase : Ounces	Per actual : Per equivalent	
					unit : Size	No.2 can Cents
Canned juices						
Orange	15.3	1,490	9.9	60.8	46 oz.	32.0
Grapefruit	12.1	1,135	7.6	63.5	46 oz.	27.0
Orange-grapefruit blend	6.4	536	3.6	57.6	46 oz.	30.7
Tangerine	1.2	73	.5	47.8	46 oz.	31.1
Lemon	2.6	45	.3	14.6	5½-6 oz.	12.9
Apple	3.4	258	1.7	50.3	32 oz.	23.3
Grape	4.4	172	1.1	31.1	32 oz.	39.5
Pineapple	13.9	925	6.2	49.0	46 oz.	37.4
Prune	6.4	387	2.6	39.1	32 oz.	32.3
Tomato	18.5	1,641	10.9	52.4	46 oz.	27.9
Vegetable combination	3.3	151	1.0	36.9	46 oz.	36.6
Other juices	2/	316	2.1	39.5	46 oz.	39.5
Total	50.5	7,129	47.5	51.2		13.5
Frozen concentrated juices						
Orange	18.1	1,917	12.8	14.1	6 oz.	21.5
Grape	2.2	84	.6	7.9	6 oz.	25.4
Grapefruit	1.4	83	.5	14.0	6 oz.	13.9
Orange-grapefruit blend	1.3	86	.6	11.6	6 oz.	17.4
Other concentrates	2/	30	.2	8.5	6 oz.	19.5
Total	19.4	2,200	14.7	13.4		

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

National Consumer Panel of Industrial Surveys Company.

Table 6.--Fresh citrus fruit: U.S. total consumer purchases and average prices, February 1951 (4-week period)

Commodity	Purchases				Average price per dozen Cents
	Percentage of all families buying:	Total	Per	Size of average purchase: Units	
		1,000 boxes	1,000 capita		
Oranges					
California	22.2	1,074	7.2	11.0	50.7
Florida	22.0	1,327	8.8	13.0	39.4
Texas	3.3	170	1.1	16.1	34.4
Unidentified	13.3	512	3.5	11.2	42.4
Total	49.7	3,083	20.6	12.1	43.3
Grapefruit					
California & Arizona	3.6	192	1.3	4.8	72.6
Florida	14.7	737	4.9	4.2	93.8
Texas	10.1	424	2.8	5.5	81.1
Unidentified	11.9	356	2.4	4.2	90.4
Total	34.0	1,709	11.4	4.6	87.3
Tangerines					
	12.3	493	3.3	10.2	32.4
Lemons					
	21.6	200	1.3	5.2	48.1
Limes					
	.1	40	.3	7.8	32.4
Total	66.1	5,485	36.6	8.8	49.5

1/ 1,000 dozens.

2/ Dozens of units.

3/ Totals do not include limes.

National Consumer Panel of Industrial Surveys Company.

Table 7.--Dried fruit: U.S. total consumer purchases and average prices

Table 7.--Dried fruit: U.S. total consumer purchases and average prices,
February 1951 (4-week period)

Commodity	Purchases				Average price per pound Cents
	Percentage of	Total	Per	Size of	
	: all families buying: all families: Percent	: all families: Tons	: 1,000 capita Pounds	: average purchase: Ounces	
Apples	1.2	296.5	4.0	14.8	43.4
Apricots	3.1	679.3	9.1	14.0	57.6
Dates					
Domestic	2.6	823.6	11.0	20.2	32.8
Imported	3.3	537.4	7.1	10.7	43.6
Unidentified	1.0	314.4	4.2	19.0	27.9
Total	6.6	1,675.4	22.3	15.6	35.3
Figs	1.1	214.4	2.9	12.0	43.8
Mixed dried fruit	.9	190.6	2.5	15.0	43.4
Peaches	2.0	505.6	6.7	18.1	39.2
Pears 1/	2/	10.2	.1	16.0	43.0
Prunes	16.1	6,318.2	84.3	23.4	26.7
Total	3/	9,890.2	131.9	19.6	32.2

1/ Too few purchases represented to permit significant analysis.

2/ Less than 0.1 percent.

3/ Data not available.

National Consumer Panel of Industrial Surveys Company.

